

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KUTV-TV Salt Lake City-Ogden	Date: 9/24/2012
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I, Media Strategies and Research,

being/on behalf of: Jim Matheson, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, September 25, 2012			Sunday, September 30, 2012		

Total Charges: \$16,625.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, September 24, 2012

Date



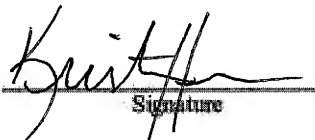
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature

KRISTEN HENDERSON
Printed Name

POLITICAL ADVERTISING SPECIALIST
Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1377672

Schedule Dates

09/25/12-09/30/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

sept 25 through sept 30 KUTV (475044)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

CPE

12124

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered

09/24/12

Last Modified

09/24/12

Entered By

Chantrayce Diehl

CO-OP

No

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$2,493.75

Net Total

\$14,131.25

Sales Tax

Date Entered

09/24/12

Last Modified

09/24/12

Entered By

Chantrayce Diehl

CO-OP

No

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$2,493.75

Net Total

\$14,131.25

Sales Tax

Salt Lake City (KUTV)

By Broadcast Month

Sep. 2012

Spots

24

Rate

\$16,625.00

Grand Total:

24

Rate

\$16,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Normal Line / News	09/27/12-09/28/12	1	:30	5:30A- News-2 News This Morning 530a					1	1			2	\$350.00	\$700.00	Salt Lake City (KUTV)		9/24/12
3.0	Revised Line / News	09/26/12-09/28/12	1	:30	6A- 8A (MST)				1	1							Salt Lake City (KUTV)		9/24/12
3.1	Normal Line / News	09/25/12-09/26/12	1	:30	6A- 8A (MST)			1	1					2	\$550.00	\$1,100.00	Salt Lake City (KUTV)		9/24/12
4.0	Normal Line / SPOT	09/25/12-09/28/12	1	:30	8A- CBS-This Morning (New Title)			1	1	1	1			3	\$300.00	\$900.00	Salt Lake City (KUTV)		9/24/12
5.0	Normal Line / SPOT	09/30/12-09/30/12	1	:30	8A- CBS-News Sunday Morning								1	1	\$700.00	\$700.00	Salt Lake City (KUTV)		9/24/12
6.0	Revised Line / News	09/26/12-09/26/12	1	:30	12P- News-2 News at Noon				1								Salt Lake City (KUTV)		9/24/12
6.1	Normal Line / News	09/26/12-09/28/12	1	:30	12P- News-2 News at Noon				1	1				2	\$300.00	\$600.00	Salt Lake City (KUTV)		9/24/12
7.0	Revised Line / SPOT	09/25/12-09/28/12	5	:30	3P- Ricki Lake			1		1							Salt Lake City (KUTV)		9/24/12
7.1	Normal Line / SPOT	09/25/12-09/28/12	5	:30	3P- Ricki Lake			1	1	1	1			4	\$125.00	\$500.00	Salt Lake City (KUTV)		9/24/12
8.0	Normal Line / News	09/27/12-09/27/12	1	:30	4P- News-2 News at 4p					1				1	\$400.00	\$400.00	Salt Lake City (KUTV)		9/24/12
9.0	Normal Line / News	09/25/12-09/25/12	1	:30	4:30P- News-2 News at 430p			1						1	\$500.00	\$500.00	Salt Lake City (KUTV)		9/24/12
10.0	Normal Line / News	09/28/12-09/28/12	1	:30	5P- News-2 News at 5p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Comments:

Date:

Christy 9/24/12



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1377672

Schedule Dates 09/25/12-09/30/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand sept 25 through sept 30 KUTV (475044)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax /
CPE 12124
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Chantrayce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,493.75
Net Total \$14,131.25
Sales Tax

Salt Lake City (KUTV)

By Broadcast Month
Spots
Sep. 2012 24
Grand Total: 24
Rate
\$16,625.00
\$16,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News	09/26/12-09/27/12	1	:30	6P- News-2 News at 6p				1	1				2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		9/24/12
12.0	Normal Line / News	09/30/12-09/30/12	1	:30	5P- News-2 News at 5p								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		9/24/12
13.0	Revised Line / News	09/25/12-09/27/12	1	:30	10P- News-2 News at 10p			1	1	1							Salt Lake City (KUTV)		9/24/12
13.1	Normal Line / News	09/25/12-09/28/12	1	:30	10P- News-2 News at 10p			1	1	1	1			3	\$2,500.00	\$7,500.00	Salt Lake City (KUTV)		9/24/12
14.0	Normal Line / SPOT	09/26/12-09/26/12	1	:30	10:35P- CBS-The David Letterman Show				1					1	\$600.00	\$600.00	Salt Lake City (KUTV)		9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Station Order Revised Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct:

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5:30a News	EM	M-F	\$350.00			1	1			2
5:30 AM 6:00 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News	EM	M-F	\$550.00	1	1					2
6:00 AM 8:00 AM		30	\$1,100.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS This Morning	EM	M-F	\$300.00	1		1	1			3
8:00 AM 9:00 AM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS Sunday Morn	EM	Su	\$700.00						1	1
8:00 AM 9:30 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV Noon News	DT	M-F	\$300.00		1		1			2
12:00 PM 1:00 PM		30	\$600.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Ricki Lake	EF	M-F	\$125.00	1	1	1	1			4
3:00 PM 4:00 PM		30	\$500.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 4p News	EN	M-F	\$400.00			1				1
4:00 PM 4:30 PM		30	\$400.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 4:30p News	EN	M-F	\$500.00	1						1
4:30 PM 5:00 PM		30	\$500.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5p News	EN	M-F	\$900.00				1			1
5:00 PM 5:30 PM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6p News	EN	M-F	\$1,000.00		1	1				2
6:00 PM 6:30 PM		30	\$2,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Sunday 5p News	EN	Su	\$225.00						1	1
5:00 PM 6:00 PM		30	\$225.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 10p News	LN	M-F	\$2,500.00	1		1	1			3
10:00 PM 10:35 PM		30	\$7,500.00							
Sold out at LUR per KUTV. Move to L1 to clear.										

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/24/2012 11:12:33 AM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct:

KUTV-TV

Program Name	DP	Days		Gross Rate	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
		Length									
Letterman	LF	M-F		\$600.00		1					1
10:35 PM 11:35 PM		30		\$600.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Station Gross Totals				\$16,625.00	5	5	6	6		2	24

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/24/2012 11:12:34 AM

KUTV-TV

Page 2 of 2



Station Order Revised Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct:

KUTV-TV

Program Name	Days		Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5a News	EM	M-F	\$200.00	1						1
5:00 AM 5:30 AM		30	\$200.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5:30a News	EM	M-F	\$350.00			1	1			2
5:30 AM 6:00 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News	EM	M-F	\$550.00		1		1			2
6:00 AM 8:00 AM		30	\$1,100.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS This Morning	EM	M-F	\$300.00	1		1	1			3
8:00 AM 9:00 AM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS Sunday Morn	EM	Su	\$700.00						1	1
8:00 AM 9:30 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV Noon News	DT	M-F	\$300.00		1					1
12:00 PM 1:00 PM		30	\$300.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Ricki Lake	EF	M-F	\$125.00	1			1			2
3:00 PM 4:00 PM		30	\$250.00							
KUTV 4p News	EN	M-F	\$400.00			1				1
4:00 PM 4:30 PM		30	\$400.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 4:30p News	EN	M-F	\$500.00	1						1
4:30 PM 5:00 PM		30	\$500.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5p News	EN	M-F	\$900.00				1			1
5:00 PM 5:30 PM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6p News	EN	M-F	\$1,000.00		1	1				2
6:00 PM 6:30 PM		30	\$2,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Sunday 5p News	EN	Su	\$225.00						1	1
5:00 PM 6:00 PM		30	\$225.00							

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/24/2012 8:06:21 AM

KUTV-TV

Page 1 of 2

suzannel@mediastrategies.com



Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct:

KUTV-TV

Program Name	DP	Days		Gross Rate	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
		Length									
KUTV 10p News	LN	M-F		\$2,500.00	1		1				2
10:00 PM 10:35 PM		30		\$5,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Letterman	LF	M-F		\$600.00		1					1
10:35 PM 11:35 PM		30		\$600.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Station Gross Totals				\$13,775.00	5	4	5	5		2	21

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/24/2012 8:06:21 AM

KUTV-TV

Page 2 of 2



Station Order Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

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Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct:

KUTV-TV

Program Name	Days		Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5a News	EM	M-F	\$200.00	1						1
5:00 AM 5:30 AM		30	\$200.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5:30a News	EM	M-F	\$350.00			1	1			2
5:30 AM 6:00 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News	EM	M-F	\$550.00		1		1			2
6:00 AM 8:00 AM		30	\$1,100.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS This Morning	EM	M-F	\$300.00	1		1	1			3
8:00 AM 9:00 AM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS Sunday Morn	EM	Su	\$700.00						1	1
8:00 AM 9:30 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV Noon News	DT	M-F	\$300.00		1					1
12:00 PM 1:00 PM		30	\$300.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Ricki Lake	EF	M-F	\$125.00	1			1			2
3:00 PM 4:00 PM		30	\$250.00							
KUTV 4p News	EN	M-F	\$400.00			1				1
4:00 PM 4:30 PM		30	\$400.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 4:30p News	EN	M-F	\$500.00	1						1
4:30 PM 5:00 PM		30	\$500.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5p News	EN	M-F	\$900.00				1			1
5:00 PM 5:30 PM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6p News	EN	M-F	\$1,000.00		1	1				2
6:00 PM 6:30 PM		30	\$2,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Sunday 5p News	EN	Su	\$225.00						1	1
5:00 PM 6:00 PM		30	\$225.00							

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/21/2012 4:04:01 PM

KUTV-TV

Page 1 of 2

suzannel@mediastrategies.com



Station Order Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct:

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
60 Minutes	PT	Su 30	\$1,800.00						1	1
6:00 PM 7:00 PM		30	\$1,800.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 10p News	LN	M-F 30	\$2,500.00	1		1				2
10:00 PM 10:35 PM		30	\$5,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Letterman	LF	M-F 30	\$600.00		1					1
10:35 PM 11:35 PM		30	\$600.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Station Gross Totals			\$15,575.00	5	4	5	5		3	22

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/21/2012 4:04:02 PM

KUTV-TV

Page 2 of 2